

The Gateway

TO THE UNIVERSITY OF OMAHA

VOL. IX

OMAHA, NEBRASKA, MAY 5, 1930

OMAHANS: If you do not fully understand the municipal university question—ask a student at the polls on May 6. Any citizen who understands will vote "YES!"

No. 24 Extra

MUNY UNI.—YES!

OMAHA CITIZENS TO MARK FIVE BALLOTS AT POLLS TUESDAY

Municipal University Project Is Most Favored

UNIVERSITY OF OMAHA MADE A GIFT TO CITY

Omaha voting citizens will have five ballots to mark in the city election on Tuesday, May 6. Four proposals will be submitted to the electors in addition to the names of the 14 candidates for city commissioner offices.

The voters will be asked to approve the municipal university levy, library bonds, airport funds, and the board of education expenditure for a Central high school gym.

The people will vote directly on the question of whether a municipal university shall be established in Omaha. If the bill is affirmed by citizens, the city council will be authorized to take a levy not to exceed one mill annually for the support of the university.

Trustees of the present University of Omaha at Twenty-fourth and Pratt, 1307 Farnam, and Twenty-fourth and Ames, have agreed to make the institution a gift to the city provided the bill is carried. The present value of the school is estimated at \$200,000.

The library board is asking for \$250,000 in bonds for the purpose of building an addition to the present library building.

The board of education is asking for authority to spend not more than \$250,000 of funds already on hand to build a gymnasium and auditorium at Central high and make other improvements in Omaha schools.

The airport proposal does not call for the issuing of more bonds. It provides that the council may issue an additional \$100,000 in bonds this year in lieu of a similar amount that would be issued in 1932 and 1933 under previous authorization by the people.

Neither of the last two proposals calls for additional bond issues or taxation. The library bill is the only bond issue.

The municipal university bill seems to have the lead in popularity among Omaha voters, according to campaign leaders.

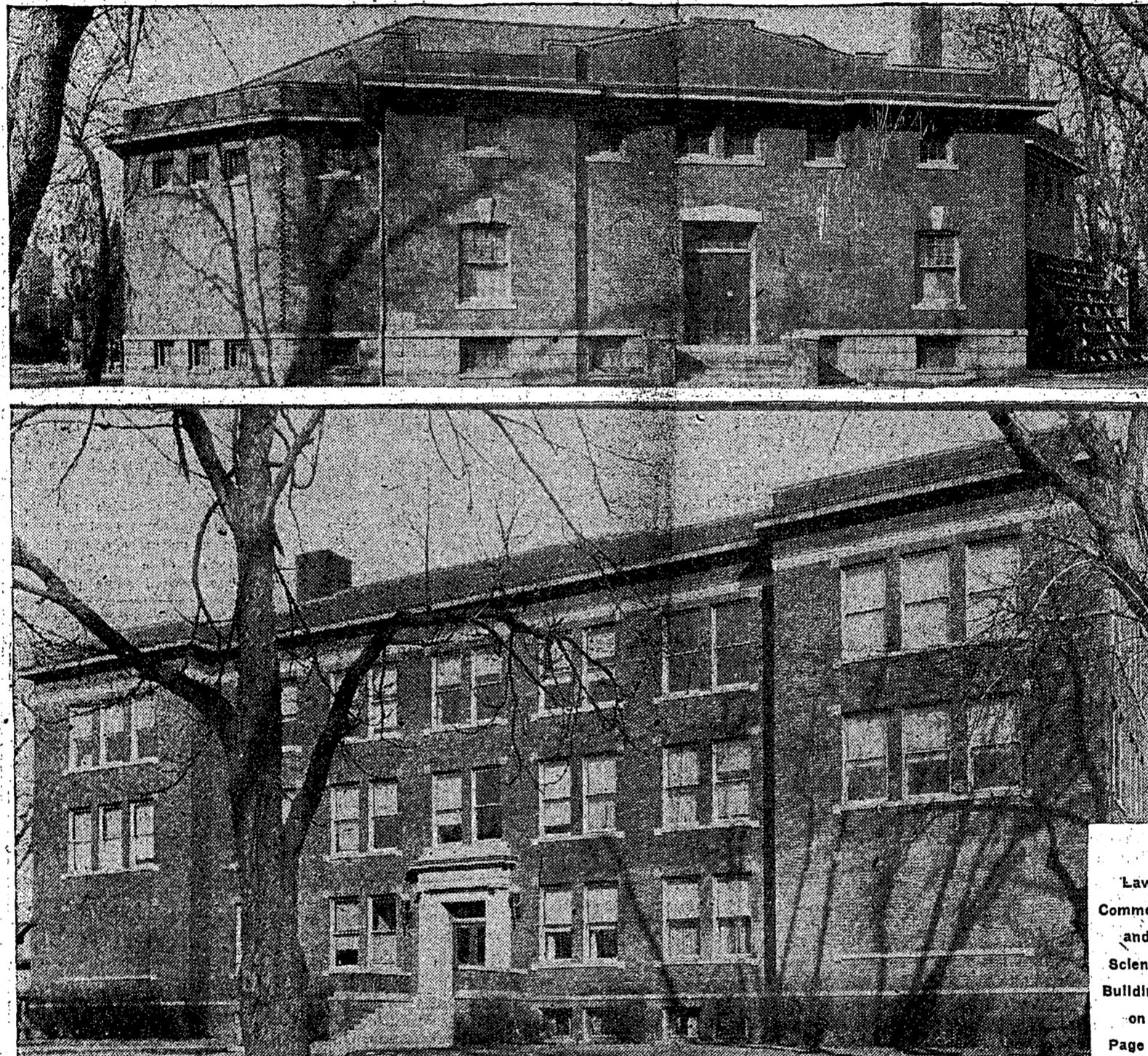
INVESTMENT TREBLED

The Municipal University of Louisville, Kentucky, affords valuable figures on the point of finances: "In fees and expenses together, non-resident students bring into Louisville the sum of \$487,000 to cover the \$195,000 spent by citizens in tax levies. The university now has an endowment fund of nearly \$2,000,000."

CASH-BOX BENEFITS WITH MUNI COLLEGE

The cost of a Municipal University of Omaha will not exceed one mill annually for each tax-payer of the city. It is estimated that in five years, ten thousand students will be taking courses in the Municipal University. How can your business help but grow because of this? Figure up the average expense amount of a student and see if some of the money spent will not find its way to your business.

DO THINKING CITIZENS ADVOCATE INSTITUTIONS OF HIGHER EDUCATION?



The going university plant, known as the University of Omaha, will be presented to the people of Omaha as a gift if the people vote to establish a municipal university. Above are pictured two units of the plant: Top, Jacobs' Hall, gymnasium, and Joslyn Hall, which contains administrative offices and classrooms. Both are located at Twenty-fourth and Pratt streets.

OMAHA MADE GIFT IF BILL IS PASSED

Property Value of \$200,000 Given to City

AFFIRM RESOLUTION

Omaha university and the property on which it stands at Twenty-fourth and Pratt streets, valued at \$200,000, will be donated to the city to form a part of the municipal university in the event the voters approve the 1 mill tax levy. W. F. Baxter of Greater Omaha Association told members of the Co-operative Club recently at Hotel Conant.

Following the statement, W. T. Graham, secretary of the board, said a previous resolution to that effect several months ago, had been re-adopted.

ACCEPTED
The Omaha Council of Churches has unanimously endorsed the proposed municipal university bill.

LEGION ACCEPTS
Roosevelt Post No. 1 American Legion, has unanimously approved the "Muni Uni" program.

Solution of Education Question in Omaha Lies in Creating a Municipal University

When a university becomes too great it loses its usefulness, charged John L. Kennedy in a plea for a municipal university in the city of Omaha before the regular meeting of Omaha Post No. 1, American Legion, on April 16.

"The solution of the situation in Omaha lies in the establishment of a municipal university in Omaha, for a university must not only educate its students but must also make men and women of them."

Charles W. Taylor, state superintendent of public instruction, at a recent Chamber of Commerce public affairs luncheon, said that the mun-

cipal university is the only answer to the question of how best to develop the talent, genius and ambition of the masses.

"The present public school is an answer to the question as far as it goes, but the professional, business and industrial world has gone beyond the reach of the public school system," Mr. Taylor said. "What is needed today is an educational system so complete and comprehensive and so accessible to the people at large that human society as a whole cannot help but profit through the developed capabilities and ambitions of the masses."

SAVE \$600 ANNUALLY

From an executive officer of the Akron, Ohio, Municipal University we have the following: "It costs approximately \$1000 a year in tuition, travel, board, room and laundry for a student who goes away from home to college. A ranklast student can attend the University of Akron for as little as \$600 a year, living at home, and even all of it off-set to attend the state university after school hours. Parents of six, that I am honestly glad to say, are saving in the aggregate \$1,600 a year by keeping their enrollment of the municipal university in the home University."

LABOR HEAD GIVES AN OFFICIAL OKAY

William Green, president of the American Federation of Labor at Washington, D. C., said in part, "It is so perfectly obvious that this institution is a step toward further democratization of education, by opening new opportunities for higher education to groups that could not afford to attend the state university in after-school hours. Parents of six, that I am honestly glad to say, are saving in the aggregate \$1,600 a year by keeping their enrollment of the municipal university in the home University."

COLLEGE MAY CLOSE IF PROPOSAL FAILS

Expects Two Thousand Students As Annual Increase

CITY SHOULD EDUCATE

Unless the proposal to establish a municipal university is favored by voters of Omaha, there is danger that the University of Omaha will be closed, in the opinion of J. E. Davidson.

"If this civic support is not given," said Mr. Davidson, chairman of the Greater Omaha Association, in a letter sent to all members of the Chamber of Commerce, "it is my belief that the university will be closed and one thousand students spending \$60 thousand dollars to one million dollars a year, will go elsewhere to spend and elsewhere to be educated."

PROTESTANTS IN FAVOR

Omaha Protestant churches have launched a vigorous campaign for the establishment of a municipal university in Omaha. "Muni-uni" have been speaking before the various church groups throughout the the use of the Board of Education only.

HELP HIGH SCHOOL STUDENTS TO OBTAIN HIGHER EDUCATION

Must Keep Youth in Omaha for City to Prosper

NON-SECTARIAN SCHOOL HAS BEEN LONG NEEDED

Forward-looking men of Omaha, conscious of the fact that the city has by inaction let lesser cities outstrip her in the all-important factor of higher education facilities, have laid the ground-work of a popular movement to establish a Municipal University of Omaha.

Sponsored by the Greater Omaha Association, an enactment of a state law authorizing the creation of a Municipal University of Omaha has been provided. This law calls for the appointment of a Board of Regents selected by the Board of Education to control and manage the university.

Omaha high schools annually graduate more than 1,200 students, the majority of whom wish to continue their education in a university, provided they can secure the finances necessary for such an education. Within a very few years the output of Omaha high schools will be greater than ever before. The sponsors of the proposed Municipal University of Omaha feel that the people should understand and provide facilities whereby high school graduates may receive competent college training at home with little expense.

Many colleges and universities throughout the United States are limiting the number of enrollments because of the unprecedented demand. The proposed university would attract these applicants to Omaha and retain those that are here at present. Due to inadequate classroom and laboratory facilities, the present University of Omaha is turning away hundreds of disappointed applicants, every year. For years there has been an urgent demand for a larger, modern, well-equipped, non-sectarian university in Omaha.

The clamor for admission to Omaha's colleges and academies, and the growing number of disappointed applicants who cannot afford to go to other cities, is an urgent reason in itself for creating a strong municipal university in Omaha which, being co-education and non-sectarian will serve all the children of our cities and many others.

FULL MILL LEVY WOULD START BUILDING FUND

W. F. Baxter has stated that a municipal university could be operated for 150 thousand dollars for some years to come, and that if the full mill was levied, surplus would be created, this to be used for future improvements and buildings. His statement was made in response to queries put by members of the Omaha Typographical Union.

A SEPARATE UNIT OF BOARD OF EDUCATION

The Municipal University of Omaha will in no way interfere with the present public school system under the Board of Education. The Board of Regents appointed by the Board of Education will have full charge of the Municipal Institution. All funds for the Municipal University will be kept separate from the use of the Board of Education only.

The **GATEWAY**

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EXTRA!



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EDITORIAL

FOR A MUNICIPAL UNIVERSITY

The University of Omaha owes its existence to a felt need for an institution of higher learning in Omaha. Such an institution could not well have its origin elsewhere than in the spirit of philanthropy and devotion to civic welfare so well manifested by the late Dr. Daniel E. Jenkins. In the early summer of 1908 the Board of Trustees was organized by Dr. Jenkins who hoped to offer the youth of Omaha an educational opportunity never before seen in this city.

The promoters of the University of Omaha were moved by the consideration that the modern city must provide the advantages of cultural and practical education for the increasingly large proportion which, desiring and needing these advantages, is unable to leave home and secure them at another city. In and about Omaha there is a rapidly increasing population from which an ever larger body of students of this class can be drawn. While the primary aim of the enterprise was to meet the needs of this class of students it was discerned that with the growth of the institution, it would find patronage among all classes of our citizens.

Today, the burden has become so great that the few men who were paying the difference between tuition fees and actual operating costs, are proposing that Omaha carry on the program of higher education with the gift of the present university.

It is interesting to note that in almost every case of a municipal university throughout the country, a former privately operated university has been the nucleus for the school. The University of Omaha has an active student body that numbers well over a thousand members including night classes and extension courses. That the institution should be offered Omaha as a gift is merely another forward move along the line of "greatest good for the greatest number" so advocated by Dr. Jenkins.

Leading cities all over the United States have wired encouragement to the Omahans who are attempting to help every thinking individual of this city so that he may understand the proposition. We cannot here list the persons, firms, corporations, business houses, or unknown solicitors who are working for the proposed bill. But to them, Omaha youth will forever be gratefully indebted when the municipal university bill is carried.

The state university at Lincoln is over-crowded just as is the University of Omaha. Omaha high school graduates are planning their college careers in other states. And when they leave, the money leaves; when they leave, their families-to-be leave; and Omaha is left a "retired farmer" town.

Creighton university is an institution of the highest rank and one of which Omaha and the middle-west may well be proud. It is not the intention of municipal backers to crowd Creighton university out of the city. A town the size of Omaha has room for three or four universities in addition to the proposed Municipal University and Creighton University. Lincoln, Nebraska, in addition to being the seat of the University of Nebraska, has the Nebraska Wesleyan University, the Cotner University, and Union College. And Lincoln is considerably smaller than Omaha. Local high schools are pouring out thousands of students each year who know that to go on without a higher learning would be verging on disaster. Are Omaha fathers today as responsible as were their fathers back in 1910? Do Omaha merchants sense the financial gain offered them by a municipal university for the price of one dollar? Does Omaha wish to stay in the lead as one of the largest cities in the middle-west? "Omaha, Omaha, Boost Your Name Town All Day Long!" Is the song a farce and a day-dream?

If staff editors of The Gateway were at all pessimistic, we would close with a broad, black border around this editorial, knowing that further publication of The Gateway will be impossible if the bill does not pass. But we have faith, confidence, and loyalty. Omaha is our city. The Municipal University is assured.

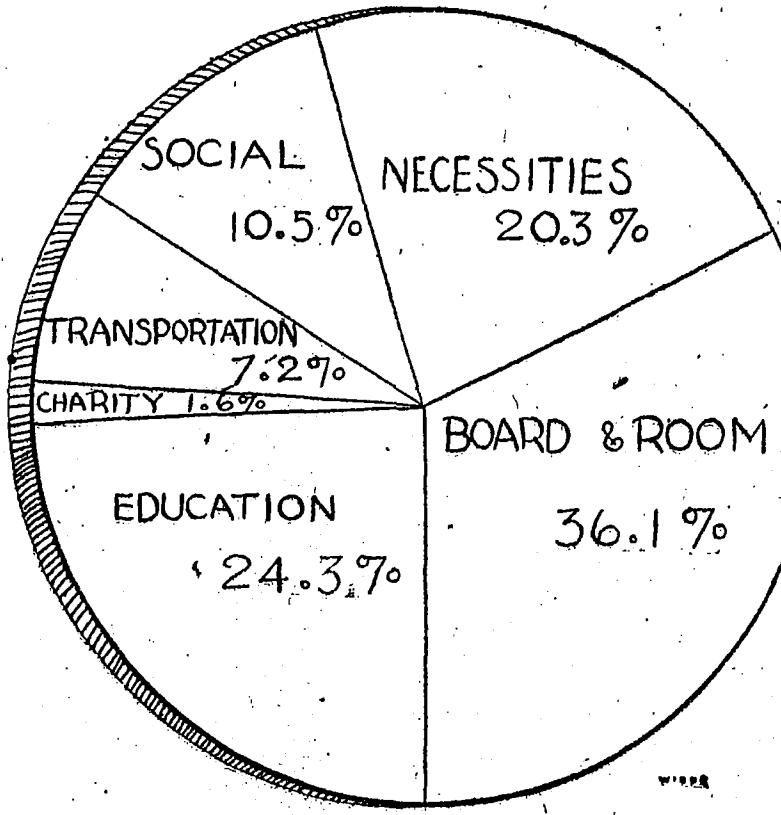
The Gateway will answer any and all questions regarding the proposed municipal university bill. Address all communications to Miss Edith, The Gateway, University of Omaha.

WHERE THE STUDENT DOLLAR GOES

(Compiled from the results of a questionnaire study of students attending the University of Omaha in 1929)

Education\$201
Transportation63
Social93
Necessities175
Board and Room310
Charities16

Per student, one year.....\$858



EDUCATION—24.3%, or \$201
Tuition and incidental fees. Music, Art and Laboratory fees. Text-books, Music, Note-books, Graph Charts, etc.

TRANSPORTATION—7.2%, or \$63

Street car fare. Automobile: Gas, Oil and Repairs. Railroad fare, or bus fare.

SOCIAL—10.5%, or \$93

Theaters, Symphonies, Recitals, etc. Dances, Parties, Picnics, etc. Soda Fountain Service, Candies, Tobacco, etc. Club, Lodge and Fraternity Dues. Football and Basketball Trips, etc.

NECESSITIES—20.3%, or \$175

Beauty Parlor, Barber Shop, Cosmetics, Shoe Shines, etc. Clothing, including all wearing apparel. Insurance. Jewelry, Hand-bags, Gloves, etc.

BOARD AND ROOM—36.1%, or \$310

Students living at home not included.

CHARITIES—1.6%, or \$16

Church and Sunday School Donations. Community Chest. Campus Y. M. C. A. and Y. W. C. A.

Campus Students Favor Municipal University As Best Thing Omaha Citizens Could Do

Students at the University of Omaha are among the most loyal boosters that the municipal university bill has. Some of them have expressed their opinion of that bill as follows:

John Barber, junior representative to the Gala Day committee and prominent athletic star: "I certainly am looking forward to bigger and better things for the U. of O. and a municipal university is the biggest forward step that can be taken."

Corrine Jensen, one of the three candidates for Queen of Gala Day and outstanding member of girls' basketball team: "I've been handing out posters all afternoon on Bristol street. I've got my precinct all picked out and I'm going to work early Tuesday morning. That shows what I think about it."

N. K. Woerner, chairman of the Gala Day committee: "Best thing that could happen to the city if it goes through. During the past three

Baxter Explains How One Mill Levy Would Be Taken on Property

W. F. Baxter, president of Thomas Kilpatrick's, recently advised citizens of Omaha at a public mass meeting regarding the expense of a municipal university.

"The one-mill levy, which comes up for a vote of the people on May 6, at the maximum will amount to only one dollar on each one thousand dollars assessed value," he declared.

"If your house is valued at \$2,500, you pay only \$2.50 under the levy. Due to the increasing business the school will bring the city, taxes will actually be reduced instead of increased after it has been

Who's Who at the U. of O.

Dr. E. W. Emery, president of the University of Omaha is the next name The Gateway adds to its list of names in the Who's Who. Quoting from the National Who's Who of 1929: "Dr. Emery was educated at Central College, Indianapolis, received his A. B. degree from the same place and his A. M. degree from Indiana University. For a time, he was pastor of the United Brethren Church in Logansport, Ind., and the years 1914 and 1915 accompanied by his wife, he was an Educational Missionary for the U. B. Church in Sierra Leone, W. Africa."

Before coming to the University of Omaha, Dr. Emery was the president at York College, York, Nebr., for four years.

Dr. Emery takes an active part in affairs of the city. He is a member of the Omaha Chamber of Commerce, vice-president of the Omaha Council of Churches, member of the State School Masters Club, Alpha Kappa Delta, Pi Gamma Mu, and also the State Association of N. E. A.

In closing the interview, Dr. Emery said:

"The University has never enjoyed a more successful year than the one which is just closing. The student body at all times has done its very best to work in co-operation with the faculty and administration to make the success of the University outstanding.

"The efficiency with which the Student Council has handled the problem of student discipline is commendable. All the organizations of the University have lent valuable aid to every enterprise that has been fostered during the year.

"The faculty has been untiring in the matter of preparation and presentation of the subject matter which has been placed before the student body.

"The discussion which naturally arose from the plans of the transition from a privately owned institution to that of a Municipal University has created some problems.

The marvelous way, though, which everyone from the rank and file of the student body through the faculty, administration, the Board of Trustees, and citizens accepted the challenge of providing a more ade-



President E. W. Emery
quate non-sectarian co-educational institution for the city is commendable.

"Too much cannot be said in encouraging the establishing of a Municipal University in the city and the fact that the University of Omaha is a thoroughly alive, going and growing institution detracts materially from the cost of establishing a Municipal institution when the Board of Trustees transfers its assets to the city.

"The establishing of a Municipal University with the University of Omaha as its nucleus is the most logical and the most ideal thing to do for the training and equipping of the young men and women coming from the homes of the citizens of Omaha. I heartily endorse such a move to the citizens of the city."

E. W. Emery.

University Lunch

PASTRY

DELICIOUS HOME-MADE HOT LUNCHES

3713 No. 24th St. We. 2157

MUNY UNI—YES!

Try the New
OMAHA UNI SPECIAL
NORTH STAR SWEET SHOP
AND
ALPINE CAFE
2415 Ames Avenue
Bring the gang to meet "John."

MUNY UNI—YES!

DEAN'S
Sandwich Shoppe
All Kinds of Sandwiches
Five Cent Hamburgers a Specialty
4108½ No. 24th Street

MUNY UNI—YES!

UNIVERSITY OF OMAHA STUDENTS

Are More Than Welcome
at

LESLIE'S SYSTEM SPANISH LUNCH ROOM

24TH AND AMES
Plate Lunches 25c
Hamburgers and Hot Dogs 5c
Fresh Rolls
Good Coffee

MUNY UNI—YES!

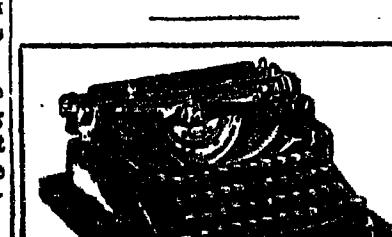
THE BRANDEIS STORE

Brandeis

heartily endorses
the movement
for a municipal

Omaha University

Vote "Yes"



TYPEWRITERS
EVERY MAKE—LARGE OR PORTABLE
EVERY STUDENT SHOULD HAVE ONE
Buy or Rent at Our Low Prices
A Typewriter in Your Home Means Better Marks
GUARANTEED SERVICE
EASY TERMS
All Makes Typewriter Company, Inc.
300 No. 18th St. Al. 2412

Omaha Humiliated Without Muny College

Rufus E. Lee Asks Omahans to
Favor University

SCHOOL BIGGEST ASSET

The cultural and business advantages of a municipal university for Omaha were discussed in a recent radio address over station WOW by Rufus E. Lee.

"The day is fast approaching when a city as large as Omaha will be humiliated in the eyes of the cultural world if it remains without a municipal university," he said. "The idea is growing rapidly elsewhere."

"Among the many cities that now have their own universities there are many smaller than Omaha, and many larger, of course."

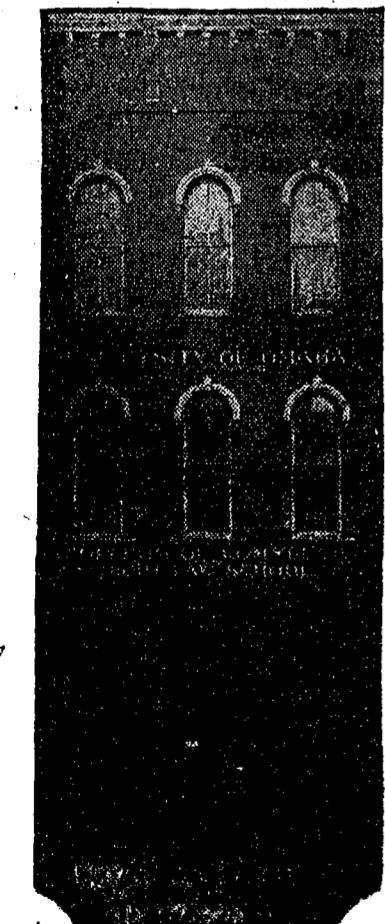
"Even Wichita has for years maintained a highly successful municipal university. Akron, Louisville, and Cincinnati, and many others are all so proud of their universities that the business men as well as the educators, are saying today that their university is their biggest asset."

School Would Attract Half Million Dollars To the City of Omaha

"Instead of allowing half a million dollars to leave Omaha annually with a thousand college students who attend out-of-town colleges, why not keep them at home and attract another thousand with an additional half million dollars?" asked A. J. Dunlap, dean of the Omaha university college of commerce, Sunday evening, April 6, in an address explaining the proposed project for the city to assume control of the university. He spoke at Miller Park Presbyterian church, Thirtieth street and Huntington avenue.

Prof. Dunlap quoted the late Dr. Daniel E. Jenkins, founder of the school, on the purpose of the institution, saying in effect that Omaha has a dual system of education, one sectarian and parochial, with a large university at its head, and the other the public school system which stops at the high school. This also needs a university for the continuation of education for Omaha's students, he quoted Dr. Jenkins as saying.

Make Education Democratic



Law School and Commerce Building, 1307 Farnam; includes Night Classes. Property of the University of Omaha.

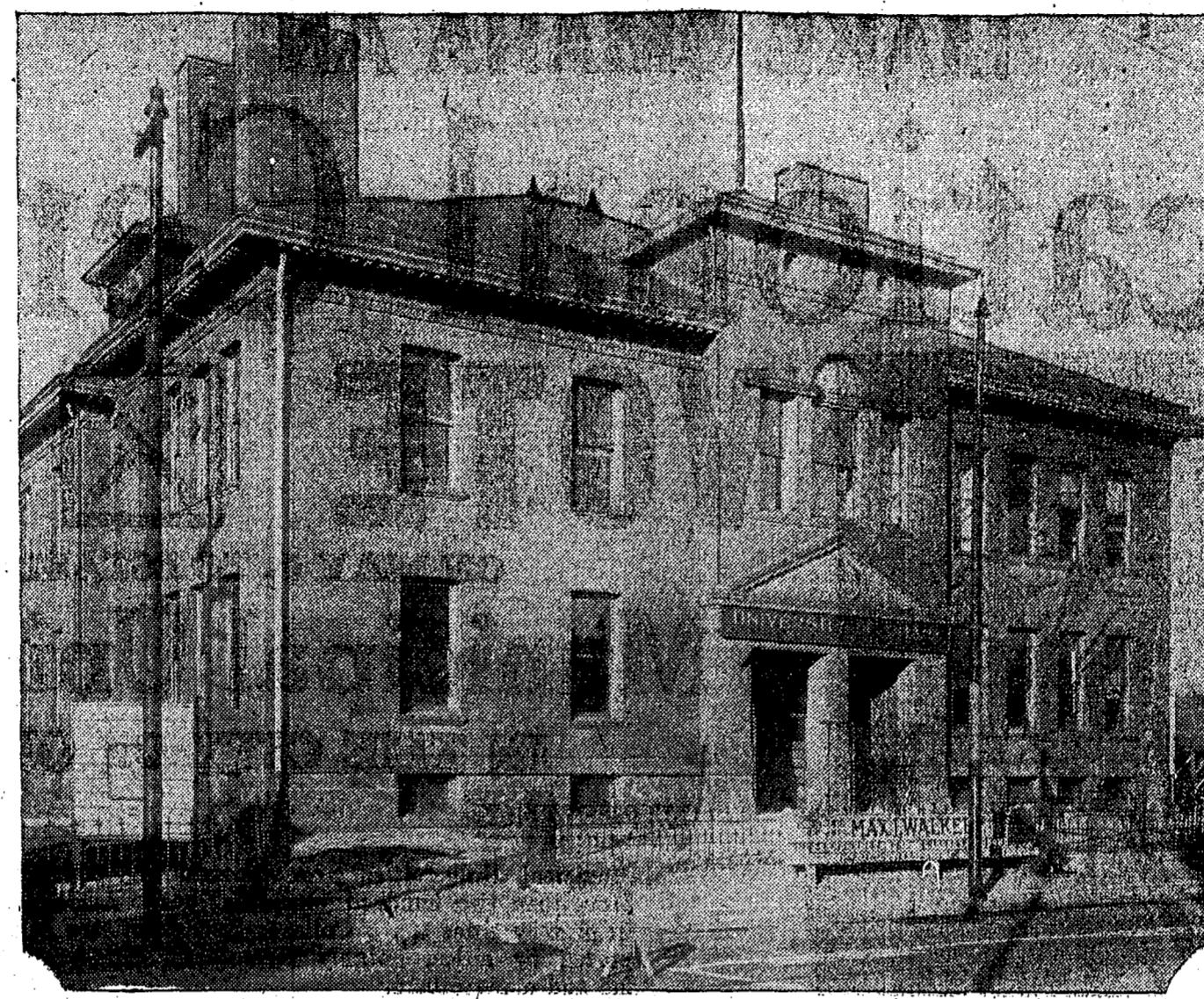
KIWANIS ACCEPTS

The Board of Directors of the Kiwanis club has voted to favor the establishment of a municipal university in the city of Omaha.

We Solicit Student Trade

Johanson Drug Co.
Graduate Pharmacists
3819 No. 24th St. Wc. 0943

DO OMÁHA LEADERS SENSE COMMERCIAL AND CULTURAL VALUES?



ABOVE: Science Hall at Twenty-fourth and Ames. Rented. Added in 1929 to partly care for overflow of classes on campus. Includes laboratories, remaining Arts and Science departments, class registration rooms, football lockers and showers.

Baxter Gives Truth About Proposed Bill

City Not to Spend \$200,000
for University

"AN OPPORTUNITY"

W. F. Baxter, who addressed the Chamber of Commerce good fellowship committee Monday on the municipal university proposal, answered

some misconceptions that have come to his notice about the plan to convert the University of Omaha into a city-owned institution.

"One misconception, I have found, is that some think the city is paying 200 thousand dollars for the group of buildings which are now owned by the University of Omaha," said Mr. Baxter. "In reality, the buildings, worth about 200 thousand dol-

lars, will cost the city just \$1.00 as nominal consideration for the transfer. The trustees of the institution are giving the buildings to the city under the proposal, for the furtherance of education."

"Here is an opportunity," the speaker continued, "to take over the institution at the peak of its usefulness. * * * The city can do what it pleases with the prop-

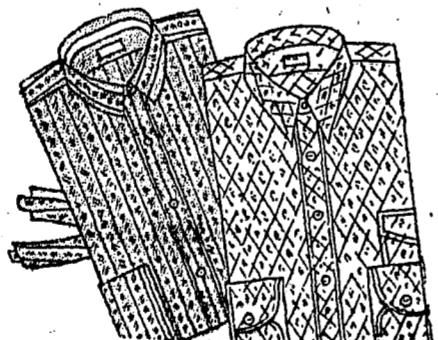
erty. Buildings do not make a university. It is the quality and scope of the instruction offered which makes a school."

The Store of
Thomas Kilpatrick & Co
On Omaha's Fifth Avenue
Established in 1910

Even If It's Only a Collar —It's Correct

It has to be if it joins our hand-picked company of smart apparel for men... Selections made from this superior group will give your self assurance a decided uplift.

Shirts . . . \$2⁵⁰ to \$5



Shirts that the discriminating man instinctively chooses. In collar attached and two collars to match styles. Madras or broadcloth in many smart patterns or solid colors.

Shirt to the extreme left is of madras with two different style collars . . . the new stub and the pointed. \$3.50

The shirt directly to the left is of solid color broadcloth with neat jacquard figure. Priced at \$3.50

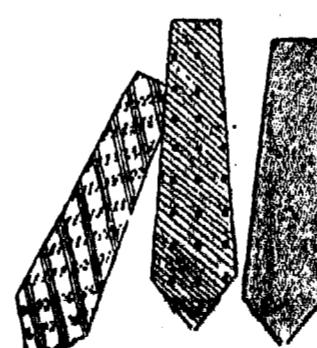
Neckwear . . . \$1 to \$5

Excellent examples of import and domestic proficiency in the art of neckwear. Plain or neatly patterned silks to suit your tastes.

First . . . a Lyford plaid tie that offers a pleasant solution to many of your cravat problems. \$2.50

Next a grenadine from Italy . . . with a color combination that recalls Bond Street . . . \$2.50

Lastly . . . a solid color twill with blended silk lining. Many distinctive color combinations at \$2.50



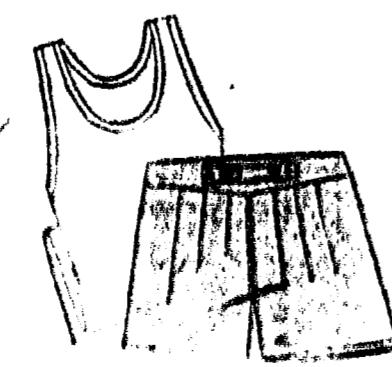
Shorts . . . \$1 to \$4

Don't be bashful if you favor pastels in underwear . . . nor repress your flair for brighter hues. We have both made in three-button style with elastic or French backs.

Illustrated is a pair of shorts of colored shade of blue . . . \$1

Shirts \$1.00

Wonderfully cool and comfortable . . . Vandyke rayon athletic shirts in white, blue and peach.



MEN'S FURNISHING SECTION—JUST INSIDE THE DOOR.

Masters Looks Ahead To New Campus Site

Calls Bill Finest Proposition in Twenty Years

PREDICTS ACCEPTANCE

"If the voters put the bill for the municipal university over at the May 6 election, it will be the finest accomplishment for Omaha during the past twenty years," declared J. G. Masters, principal of Central High School. He further stated that he expected the bill to be carried at the election.

Mr. Masters said that there is an erroneous opinion throughout the city that, if the bill is passed, it merely means that the city will take over and operate the present Omaha University. "This is not the case," he said. "Omaha University will probably be given to the city as a generous gift, but the municipal university will use new buildings and probably be located on a different site."

The Largest and Best Equipped Barber Shop in North Omaha
We Give Hot Oil Shampoo and
Cee Massage
We Cut the Hair and Not the Price
DAVISON BARBER SHOP
2407 AMES AVE.

UNIVERSITY BOOK STORE

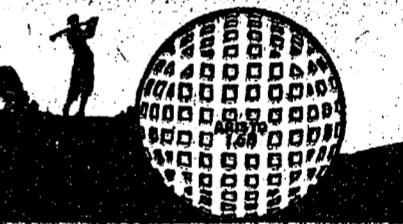
PAPER, PENCILS, PENS
BOOKS, CANDY, JEWELRY

University of Omaha

Golf Tips for Lads Who Want to Beat Dad

We Introduced the ARISTO -- It's ALREADY FAMOUS

59c
Each
3 for \$1.70



This ball has everything! Life! And a cover tougher than an elephant's hide! The low price is made possible by volume sales, and by our economical direct-from-factory-through-store-to-you distribution system.

See Our Advertisement in this week's Saturday Evening Post

Mohawk Golf Clubs

Wood Shaft

Chromium Plated

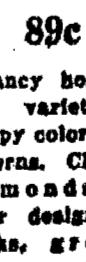
\$1.50 EACH



Hickory shafted clubs with calf skin grip. All irons have forged steel heads and are chromium plated to resist rust. Driver, Brassie, Mid-Iron, Mashie, Mashie-Niblick and Putter.

New Golf Hose

Variety of Patterns



89c

New Golf Bags

Stainless Type



\$4.98

English service cloth with tassel hood. Black cowhide trim. Ball pocket has hook and fastener!

SEARS, ROEBUCK

AND CO.

RETAIL DEPARTMENT STORE
SELL AT FARNAM ST.

OUR OWN
CONVENIENT
FREE AUTO
PARK

WE ARE OPEN
EVERY DAY
8:30 A.M. TO 9:30 P.M.

MAKE OMAHA AN Educational Center! VOTE YES



ON MAY 6, TO ESTABLISH A

Municipal University IN THE CITY OF OMAHA

EXPERIENCE

Municipal Universities are successful and popular wherever established . . . More than two hundred junior colleges in America are supported in whole or in part by cities . . . Colleges throughout the country are partially supported by cities, notably New York, Pittsburgh, Buffalo, Rochester, Dallas and many others.

CULTURAL VALUE

It contributes to raising Standards, Ideals and Conduct of the people of the Community. It stimulates the ambitions and objectives of the youth of a city . . . It attracts the attention of learned and famous people throughout the world . . . It is undoubtedly a city's Best Advertisement.

A GIFT

The present university, efficiently running with 1,100 students and at least \$200,000 net value of property, will be given to the city. This institution otherwise *must close* for lack of income to support it.

THE COST

The city pays only the difference between instruction cost and tuition receipts. The students spend in the city 3 or 4 times this cost . . . Cincinnati gives its university \$598,000 a year. Estimates there is spent in the city through the university . . . 8 MILLIONS OF DOLLARS. Dallas has given its University \$1,357,000 and claims 30 Millions spent in the city in the past 15 years.

HIGH SCHOOL

Omaha has 9,000 High School Students and graduates nearly 1,500 every year. Probably one-third of them go higher and have to go away to do it.
WHY NOT KEEP A GOOD PART OF THEM AT HOME?

A FACTORY

A university is the best sort of factory. It takes raw material, refines it, makes it more valuable. The graduate becomes more useful to his community or an unpaid salesman for it if he goes elsewhere.

OMAHA

IS GREAT in Production and Business. Why not make it also a GREAT EDUCATIONAL CENTER.

THE INSTITUTION

The staff of the present University of Omaha is 78 persons. Under municipal maintenance this will grow to hundreds. A valuable asset to the cultural life of the city—also a fine group of customers.

PRESIDENT GREEN

of the American Federation of Labor writes: "With regard to Municipal Universities it is so perfectly obvious that this institution is a step toward further democratization of education to groups that could not afford to attend the State University that I am heartily glad to subscribe my official and personal endorsement to the Municipal University movement."

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PARENTS

will appreciate the opportunity to educate their children and **KEEP THEM AT HOME**. Expense is not the only objection to sending them to strange cities.

POPULATION

A university more than any city feature ADDS TO GROWTH. The families of the students come to the city to shop and often to live. Families move to a city to educate their children and **BUY HOMES**. Families move away from a city that has no university.

WELFARE

Give the youth of moderate means a chance. HE can't leave home—it costs too much. HE can get through if he can stay at home—AND he's probably worth a dozen who have education thrust upon them by wealthy parents.

Mayor Dahlman:
When the law providing for this establishment was submitted to him, said—

"This is, in my opinion, the biggest and best thing Omaha has undertaken."

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